

Print Production Manager

Expertise includes management of digital retouching, pre-press and printing for Advertising, Sales Promotions, Point Of Sale, Direct Mail, Product/Sales Literature, Catalogs, CD-ROMs, Product Packaging, and Trade Show/Event Materials.

Profile

Highly experienced and creative Print Production leader:

- Over 16 years print production experience in both agencies and marketing departments, including quoting projects, developing estimates, selecting and managing vendors, attending press okays, and creating invoices.
- Seven years experience dedicated to direct mail production, including list buying, data processing, segmentation, personalization, lettershop management and quality control procedures. Understand data base marketing techniques and strategies.
- Project management experience that includes developing tactical plans, creative briefs, schedules, budgets, and reports as well as managing creative review process, legal and regulatory review and partnering on operations planning.
- Able to deliver highly effective marketing communications programs on time for domestic and international markets while reducing costs by as much as 50%.
- Experience executing RFPs and negotiating contracts that have reduced individual program costs by as much as \$300,000.
- Can recommend design formats and supervise execution of innovative creative concepts that win praise from senior management, sales, and customers.
- Developed, maintained and reconciled marketing communications budgets of well over million dollars annually.
- Effective staff supervisor and team leader who has built and motivated exceptionally productive teams in a deadline driven, ever changing environment and reduced turnover to nearly zero.
- Fully computer literate on PC, NT and Mac platforms, including the use of MS Office suite, Quark Xpress, Adobe Illustrator, Photoshop and Acrobat, Filemaker Pro, internet, and numerous other applications. Ability to quickly and easily learn and use new software and hardware.

Complete resume and references available on request.